

## CLAIMS

What is claimed is:

1. A method for delivery of targeted commercial messages, comprising:

(a) assembling a plurality of potential purchaser profiles for presentation to at least one potential advertiser of goods or services applicable to a substantial portion of the plurality of potential purchasers;

(b) developing commercial message selection criteria for selecting from the potential purchasers those suited to receive a specified commercial message contained in a set of commercial messages;

(c) applying the commercial message selection criteria to the purchaser profiles to identify the potential purchasers suited to receive specified commercial messages; and

(d) presenting to a purchaser display unit of a potential purchaser identified as suited, the specified commercial messages.

2. The method of claim 1 wherein the specified commercial message prompts interactive input at the purchaser display unit, and the method further comprises receiving from the purchaser display unit interactive input signals.

3. The method of claim 1 wherein the act of displaying comprises selecting at the purchaser display unit the specified commercial message from a set of commercial messages.

4. The method of claim 1 wherein the act of displaying comprises selecting at a broadcast facility the specified commercial message from a set of commercial messages and communicating that specified commercial message to the purchaser display unit.

- 1 5. A method for delivery of targeted commercial messages, comprising:
- 2 (a) assembling a plurality of potential purchaser profiles in an electronic file for
- 3 presentation to at least one potential advertiser of goods or services applicable to a substantial
- 4 portion of the plurality of potential purchasers;
- 5 (b) developing commercial message selection criteria for selecting from the
- 6 potential purchasers those suited to receive a specified commercial message contained in a set
- 7 of commercial messages;
- 8 (c) applying the commercial message selection criteria to the purchaser profiles to
- 9 identify the potential purchasers suited to receive specified commercial messages; and
- 10 (d) presenting over a data network to a potential purchaser identified as suited, the
- 11 specified commercial messages.
- 12 6. The method of claim 5 further comprising compensating the potential purchaser for
- 13 viewing specified commercial messages.
- 14 7. The method of claim 5 wherein the act of presenting is carried out using email.
- 15 8. The method of claim 7 further comprising compensating the potential purchaser for
- 16 receiving specified commercial messages.
- 17 9. The method of claim 7 further comprising compensating the potential purchaser for
- 18 viewing specified commercial messages.
- 19 10. The method of claim 7 further comprising compensating the potential purchaser for
- 20 interacting with specified commercial messages.
- 21 11. The method of claim 7 further comprising compensating the potential purchaser based
- 22 on a level of profile information provided by the potential purchaser.

1 12. An apparatus for delivery of targeted commercial messages, comprising:

2 programs to

3 (a) assemble a plurality of potential purchaser profiles in an electronic file for  
4 presentation to at least one potential advertiser of goods or services applicable to a substantial  
5 portion of the plurality of potential purchasers;

6 (b) develop commercial message selection criteria for selecting from the potential  
7 purchasers those suited to receive a specified commercial message contained in a set of  
8 commercial messages;

9 (c) apply the commercial message selection criteria to the purchaser profiles to  
10 identify the potential purchasers suited to receive specified commercial messages; and

11 (d) present over a data network to a potential purchaser identified as suited, the  
12 specified commercial messages.

13 13. The apparatus of claim 12 further including programs to compensate the potential  
14 purchaser for receiving specified commercial messages.

15 14. The apparatus of claim 12 further including programs to compensate the potential  
16 purchaser for viewing specified commercial messages.

17 15. The apparatus of claim 12 further including programs to compensate the potential  
18 purchaser for interacting with specified commercial messages.  
19